

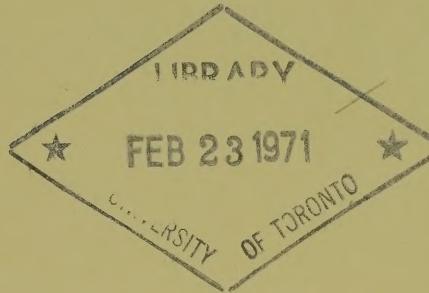
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ORC INTERNATIONAL LIMITED

*An Affiliate of Opinion Research Corporation,
Princeton, New Jersey*

ALGOMA AREA VISITORS STUDY

SUMMER 1970





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ALGOMA AREA VISITORS STUDY

SUMMER 1970

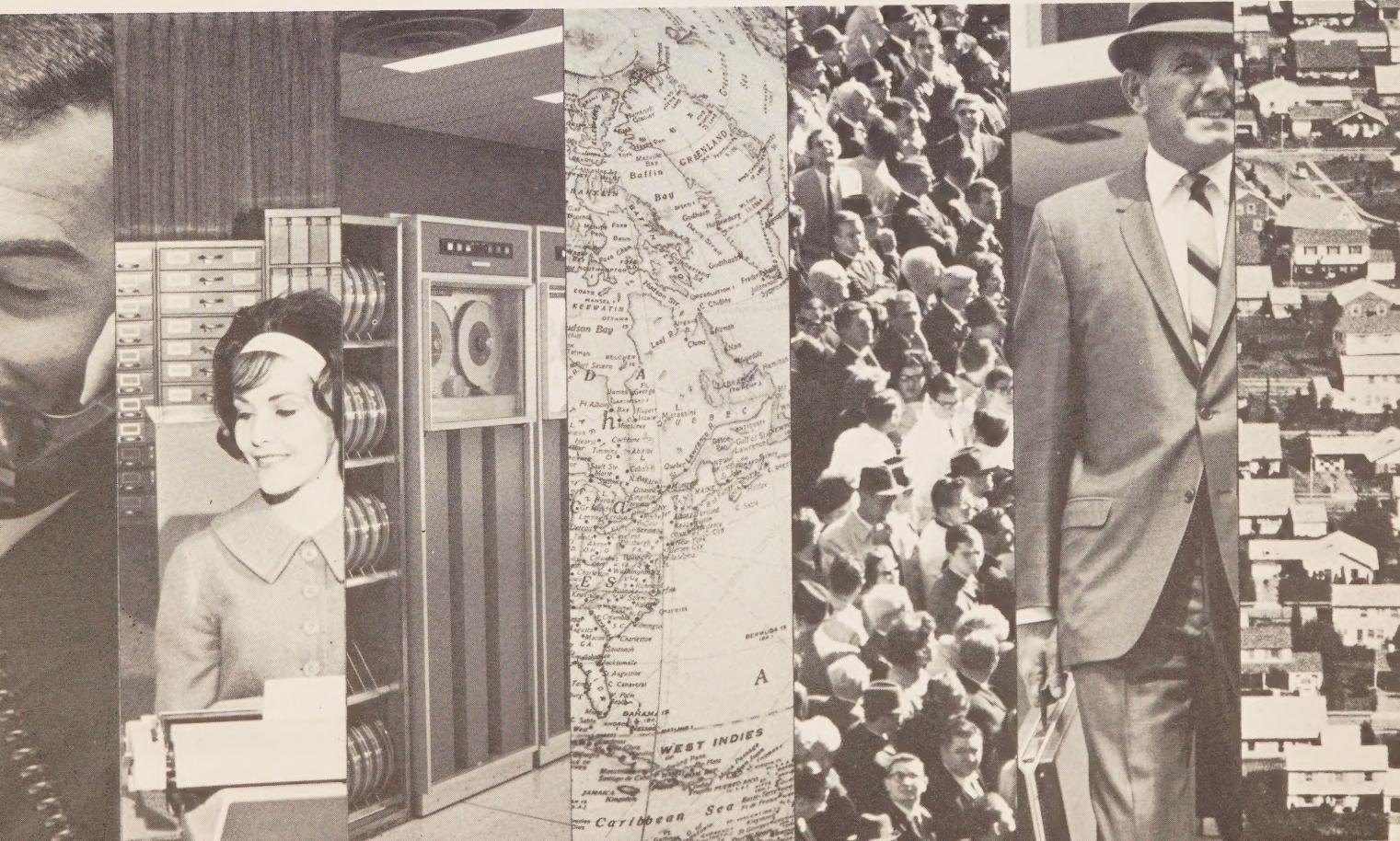
Conducted for:

The Travel Research Branch,
The Ontario Department of
Tourism And Information

Prepared by:

**ORC
INTERNATIONAL
LIMITED**

Research House, Toronto



ORC INTERNATIONAL LIMITED

Research Services for Management

Research House, 861 Broadview Avenue, Toronto 6, Ontario. (416) 469 1131

October 15, 1970

The Honourable James Auld,
Minister, Department of Tourism and Information,
Government of Ontario
Parliament Buildings,
Toronto, Ontario.

Re: Algoma Area Visitors' Study

Dear Sir:

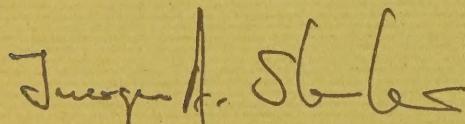
This report has been completed under the terms of a contract dated June 25, 1970.

At the conclusion of the study, ORC International would like to express its thanks for having been asked to participate in what we consider to be an exceptionally well conceived research project and our conviction that the study will be of unquestionable value to Ontario tourism in general and to the Algoma area in particular.

We would also like to express our pleasure at having had the opportunity of working directly with Dr. Peter Klopchic, Director of the Travel Research Branch and our appreciation for the unstinting cooperation extended to us by, among others, Mr. W. Bidell, Director of Planning with the Ontario Department of Highways, the Vehicle Branch of the Ontario Department of Transport, and the Canada Customs personnel at the Sault Ste. Marie point-of-entry.

Thank you again for the opportunity of taking part in this interesting study.

Yours truly,



Juergen A. Steuter,
Vice President.

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INTRODUCTION

PURPOSE

The study was conducted to provide insight into the travel patterns and personal characteristics of summer visitors to the Algoma tourist area.

More specifically, the objectives of the study included, aside from estimations of the total number of parties and their expenditures while in the area, an examination of origin and destination of visitors, their purpose of the trip, their duration of stay and their levels of satisfaction with individual services experienced.

METHOD

The design of the study centers around a time sampling plan, requiring a count of, and interviews with non-resident automobile parties exiting from the Algoma area during specific two-hour periods.

Included in the time-universe are 16 hours of each day (from 7 a.m. to 11 p.m.) for 63 consecutive days (from July 15 to September 15, 1970) for a total of 1008 hours or 504 two-hour time periods.

Excluded from the time universe, are the hours from 11 p.m. to 7 a. m. because non-resident traffic leaving the area during these night hours is believed to be negligible.

From the above described universe, a systematic sample (252 hours or 126 two-hour stints) was drawn in such fashion to give individual two-hour stints throughout the day, and each day of the week throughout the entire survey period, as well as each one of the four interviewing locations, an almost equal representation in the sample.

The following is the interviewing plan, showing the date, time and location for the counting/interviewing periods.

INTERVIEWING PLAN

	A.M.				P.M.				Number of Stints
	7-9	9-11	11-1	1-3	3-5	5-7	7-9	9-11	
JULY 15 WED	A				D				2
16 THUR		A			D				2
17 FRI			A			D			2
18 SAT				A				D	2
19 SUN	B		B		A				2
20 MON		B			A				2
21 TUES			B			A			2
22 WED			B				A		2
23 THUR	C		C		B				2
24 FRI		C			B		B		2
25 SAT			C		C		B		2
26 SUN				C			B		2
27 MON	D		D		C		C		2
28 TUES		D			C				2
29 WED			D			C			2
30 THUR				D			C		2
31 FRI	A			D				C	2
AUG 1 SAT		A				D			2
2 SUN			A			D			2
3 MON				A			D		2
4 TUES	B			A					2
5 WED		B			A		A		2
6 THUR			B				A		2
7 FRI				B				A	2
8 SAT	C			B					2
9 SUN		C			B		B		2
10 MON			C				B		2
11 TUES				C				B	2
12 WED	D			C				B	2
13 THUR		D			C		C		2
14 FRI			D				C		2
15 SAT				D				C	2
16 SUN	A			D				C	2
17 MON		A			D		D		2
18 TUES			A				D		2
19 WED				A				D	2
20 THUR	B			A				D	2
21 FRI		B			A		A		2
22 SAT			B				A		2
23 SUN				B				A	2
24 MON	C			B					2
25 TUES		C			B		B		2
26 WED			C				B		2
27 THUR				C				B	2
28 FRI	D			C				B	2
29 SAT		D			C		C		2
30 SUN			D				C		2
31 MON				D				C	2
SEPT 1 TUES	A				D				2
2 WED		A			D		D		2
3 THUR			A				D		2
4 FRI				A				D	2
5 SAT	B			A					2
6 SUN		B			A		A		2
7 MON			B				A		2
8 TUES				B				A	2
9 WED	C			B					2
10 THUR		C			B		B		2
11 FRI			C				B		2
12 SAT				C				B	2
13 SUN	D			C					2
14 MON		D			C		C		2
15 TUES			D					C	2

TOTAL STINTS

16

16

16

15

16

16

16

15

126

In accordance with this plan, a team of university students, selected, trained and supervised by senior ORC personnel, counted all non-resident automobile parties leaving the Algoma area through one of four major exit points; while one member of the team counted, others conducted interviews with party heads as follows:

<u>Location/Exit Point</u>	<u>How Counting/Interviewing Was Administered</u>
A Sault Ste. Marie (Bridge to U.S.A.)	Non-resident automobile parties were counted as they approached Canada Customs.
	Randomly selected party heads were asked, as they stopped at Canada Customs, to co-operate in the survey and were consequently interviewed.
B Montreal River Harbour (Highway 17 North)	Non-resident automobile parties were counted as they drove through the village.
	Party heads were interviewed as they stopped for gas at one of the four service stations.
C Massey (Highway 17 East)	Non-resident automobile parties were counted as they drove through the village.
	Party heads were interviewed as they stopped for gas at one of the four service stations.
D Chappleau Route (Highway 129 Approx. 35 miles North of Thessalon)	With the aid of traffic signs obtained from the Ontario Department of Highways, all traffic was slowed down for a count of non-resident automobile parties.
	Randomly selected party heads were stopped (red flags), asked to co-operate in the survey and were consequently interviewed.

Non-resident automobile parties were identified by the licences of their cars.

Classified as non-resident and consequently counted, were all non-commercial vehicles with out-of-province licences, as well as non-commercial vehicles with Ontario licence numbers other than licences:

42-451L - 72-250L (Passenger permits)

and X89-446 - X92-320 (Dual purpose permits)

According to lists obtained from the Ontario Department of Transport, those licence numbers were allocated to branch offices in Sault Ste. Marie, Elliot Lake, Blind River, Thessalon and Bruce Mines, and consequently issued to residents of the Algoma area.

RESULTS

Results are reported in the form of a "General Summary", "Detailed Tables", "Highlights" and "Projections" and are based on 1258 actual interviews which have been weighted up to 2011 interviews bringing the number of interviews into a similar proportion to the heaviness of non-resident traffic exiting through individual exit-points.

<u>EXIT POINT</u>	Non-Resident Traffic Count		Actual Interviews		Weight	Weighted Interviews	
		%		%			%
A Sault Ste. Marie	4905	45	892	71	1	892	44
B Montreal River HB	2639	24	137	11	3.5	480	24
C Massey	3005	27	70	5	8	560	28
D Chapleau Route	411	4	159	13	5	79	4
	10,960	100	1258	100		2011	100

ORC International Limited

Toronto, Ontario

October 10, 1970

HIGHLIGHTS

- 7 out of 10 visitors to the Algoma area are Americans.
- Better than 8 out of 10 visitors are destined for places within Canada. Better than 6 out of 10 visitors are destined for places within Ontario.
- Holiday pleasure is the main purpose of the trip. (84%)
- The bridge in Sault Ste. Marie is the most frequently used point of entry into the Algoma area.
- Half of all visitors spend at least one night in the Algoma area.
- Hotels, motels, motor hotels and lodges are patronized as often as camp or trailer sites.
- On an average every party entering the Algoma spends \$40.00 before exiting again. Those who stay overnight spend on an average a total of \$65.00.
- Sightseeing, shopping, swimming and fishing are the main activities undertaken; however, 1 out of 3 visitors does not engage in any recreational activity at all.
- Visitors are most impressed with the "attitude of the local people towards visitors".
- Half of the visitors have visited the Sault Ste. Marie area before; on an average about 3 times.
- "Word of Mouth" is the main source of information about the area.
- Better than 9 out of 10 visitors would consider visiting the Algoma area again.

PROJECTIONS

The time universe, as described in the introduction to this report is comprised of 1008 hours. During this time, non-resident automobile parties exited from the Algoma area through four major exit points, for a total of 4032 "exiting hours".

During the sampling period of 252 hours (one in sixteen) 10,960 non-resident automobile parties were counted as they exited from the Algoma area, leading to the conclusion, that approximately 175,360 automobile parties visited the Algoma area between July 15 and September 15, 1970.

Other projections can be made as follows:

<u>Estimated Number of Automobile Parties Visiting the Algoma Area July 15 - September 15</u>	<u>Average Number of Persons Per Automobile Party</u>	<u>Estimated Number of Persons Visiting the Algoma Area July 15 - September 15</u>
175,360	x	3.12
		=
		547,123
<u>Estimated Number of Automobile Parties Visiting the Algoma Area July 15 - September 15</u>	<u>Average Expenditure Per Automobile Party While in the Algoma Area</u>	<u>Estimated Volume of Visitor Expenditures in Algoma Area July 15 - September 15</u>
175,360	x	\$39.72
		=
		\$6,965,299
<u>Estimated Number of Persons Visiting the Algoma Area July 15 - September 15</u>	<u>Average Number of Nights Spent in Algoma Area</u>	<u>Estimated Number of Visitor/Nights in Algoma Area</u>
547,123	x	1.39
		=
		760,500

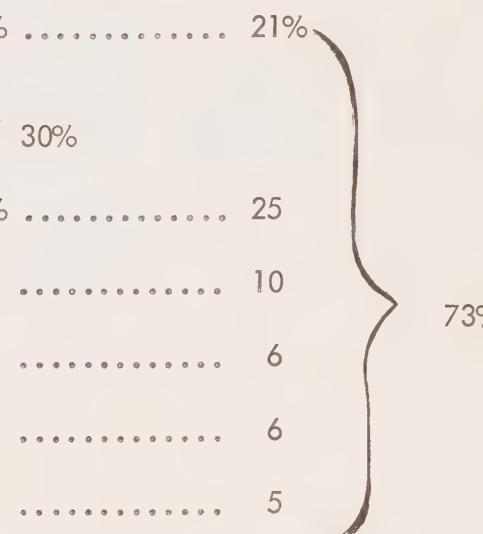
1. ORIGIN OF VISITORS

7 out of 10 automobile parties visiting the Algoma area originate in the U.S.; half of these come from Michigan and Ohio. Other states contributing 5% or more to the total visitor traffic are Illinois, Indiana and Wisconsin.

3 out of 10 visitors are Canadians, two-thirds of them come from other parts of Ontario.

An array of major origin markets shows, that one province (Ontario) and five states (Michigan- Ohio- Illinois- Indiana and Wisconsin), all located within a 500 mile radius of Sault Ste. Marie--generate almost three-quarters of all Algoma area visitors.

<u>Origin</u>	<u>All Automobile Parties</u>	
Ontario	21% 21%
Other Canada	<u>9</u>	30%
Michigan	25% 25
Ohio	10 10
Illinois	6 6
Indiana	6 6
Wisconsin	5 5
Other U.S.A.	<u>18</u>	
		70%



(See Table 1)

2. MAIN DESTINATION OF VISITORS

Better than 6 out of 10 Algoma area visitors are destined for places within Ontario, 2 out of 10 are heading for other Canadian provinces, primarily Western Canada, and 1 in 7 is bound for the U.S.

Americans visiting the Algoma area are primarily interested in Ontario (70%), while Ontario residents and other Canadians travelling the Algoma region are quite frequently destined for other Canadian provinces (43% and 42% respectively).

<u>Destination</u>	All Automobile Parties	U.S. Residents	Ontario Residents	Other Canada Residents
Ontario	63%	70%	50%	43%
Other Canada	21	12	43	42
U.S.A.	14	14	5	13
Unknown	2	4	2	2

(See Table 2)

3. PURPOSE OF THE TRIP

For the large majority of Algoma area visitors the purpose of this trip is "Holiday/Pleasure" (84%). Only about one in ten travels to "Visit Friends/Relatives" and even fewer come for business (5%).

92% have no secondary purpose; those who do, usually combine "Holiday/Pleasure" with "Visiting Friends/Relatives".

All Automobile Parties

Main Purpose

Holiday/pleasure/vacation	84%
Visiting friends/relatives	11
Business	5

(See Tables 3 and 4)

4. POINT OF ENTRY (SAULT STE. MARIE AREA)

The bridge in Sault Ste. Marie is the most frequently used point of entry into the Algoma area; in fact, better than half of all visitors enter the Algoma area at this point (54%).

Massey (Highway 17 East) ranks second as point of entry, but reaches only about half the Sault Ste. Marie traffic volume (28%).

Montreal River Harbour (Highway 17 North) ranks third with less than 2 out of 10 visitors entering (18%). Visitor traffic entering from the north (Chapleau Route - Highway 129) is negligible.

Americans, as might be expected, enter the area most often in Sault Ste. Marie (72%), while Ontario residents and other Canadians enter primarily through Massey (61% and 51% respectively) and secondly through Montreal River Harbour (28% and 36% respectively).

<u>Point Of Entry</u>	<u>All Automobile Parties</u>	<u>U.S. Residents</u>	<u>Ontario Residents</u>	<u>Other Canada Residents</u>
Sault Ste. Marie (bridge)	54	(72)	11	13
Massey (Highway 17 East)	28	15	(61)	(51)
Montreal River Harbour (Highway 17 North)	18	13	28	36
Chapleau Route (Highway 129)	*	*	*	-

(See Table 5)

* Less than half of one percent.

5. DURATION OF TRIP AND TIME SPENT IN ALGOMA AREA

The Algoma area is usually visited as part of a more extensive trip involving several days away from home (91%) and in this respect there are no significant differences between Americans, Ontario residents and other Canadians. Individual groups differ, however, in the number of nights spent away from home.

The average number of nights away from home is for Americans 7.01 nights, for Ontario residents 8.73 nights and for other Canadians 11.16 days.

Half of all visitors spend at least one night in the Algoma area; overnight visitors are particularly evident among Ontario residents (63%), however, those Americans who stay overnight (45%), stay on an average somewhat longer (average 2.97 nights) than Ontario residents (average 2.84 nights). Other Canadians spend the least amount of time in the Algoma area, an average of 1.62 nights.

	All Automobile Parties	U.S. Residents	Ontario Residents	Other Canada Residents
<u>Time Spent Away From Home</u>				
One day or less	9%	10%	8%	6%
One night or more	91%	90%	92%	94%
Average no. of nights*	7.77	7.01	8.73	11.16
<u>Time Spent In Algoma Area</u>				
One day or less	50%	55%	37%	52%
One night or more	50%	45%	63%	48%
Average no. of nights*	2.82	2.97	2.84	1.62

(See Tables 6 and 7)

* Overnight visitors only.

REASONS FOR NOT STAYING OVERNIGHT IN ALGOMA AREA

Visitors not staying overnight in the Algoma Area, have generally one of the two following reasons: either overall travel plans (destination, duration, etc.) are unsuited for an overnight stay in the Algoma Area, or visitors simply had not thought of the Algoma Area as a place to stay.

Lack of motel/hotel accommodation, campsites and trailer facilities or lack of "things to do" are not among the reasons for not staying overnight in the Area.

Visitors Who Did Not Stay Overnight In Algoma Area

Reasons:

Had not thought of Algoma Area as place to stay	50%
Just passing	25
Returning home same day	18
Other/no reason	7

(See Table 8)

7 TYPE OF ACCOMMODATION USED DURING STAY IN ALGOMA AREA

Hotels, motels, motor hotels and lodges are patronized as often as camp or trailer sites (40% and 41% respectively). 1 in 10 stays at a cottage or cabin; 7% stay in friends' or relatives' homes.

Americans stay more often than Canadians in motels, hotels, etc. (43%) while Ontario residents and other Canadians are relatively, more heavily represented at camp and trailer sites (51% and 52% respectively).

<u>Type of Accommodation</u>	<u>Visitors Who Stayed Overnight In Algoma Area</u>			
	<u>Total</u>	<u>U.S. Residents</u>	<u>Ontario Residents</u>	<u>Other Canada Residents</u>
Hotel/motel/lodge	40%	43%	33%	32%
Camp or trailer site	41	35	51	52
Cottage/cabin	10	13	8	-
Friends/relatives home	7	6	8	15
Other/no answer	2	3	-	1

* Less than half of one percent.

(See Table 9)

8. ACTIVITIES UNDERTAKEN WHILE IN THE ALGOMA AREA

Sightseeing, shopping, swimming and fishing are the main activities undertaken while in the Algoma Area.

Sightseeing ranks especially high among U.S. residents (52%), swimming is mentioned most often by Ontario residents.

"Other Canada" residents, found to spend the least amount of time within the Algoma Area, are also less likely to engage in recreational activities other than sightseeing. Better than 4 out of 10 do not engage in any activity. (Average for all visitors 35%).

<u>Activities</u>	All Automobile Parties	U.S. Residents	Ontario Residents	Other Canada Residents
Sightseeing	50%	52%	44%	42%
Shopping	23	24	23	13
Swimming	15	12	26	8
Fishing	14	15	14	4
Boating	7	7	7	4
Picnic	2	1	6	1
None	35	34	35	(42)

(See Table 10)

9. RATINGS OF FACILITIES/SERVICES EXPERIENCED IN ALGOMA AREA

Visitors are most impressed with the "Attitude of local people towards visitors". Other facilities/services rated on an average between "good" and "excellent" are recreational facilities and hotel/motel accommodation as well as the quality of restaurant food and restaurant service.

Average ratings of "good" are given for dining rooms, service stations, camping facilities, shops and stores.

Local prices of goods and services, however are rated on an average only between "fair" and "good".

	Average * Rating
Attitude of local people towards visitors	3.46
Recreational facilities	3.30
Hotel/motel accommodation	3.24
Quality of restaurant food	3.17
Quality of restaurant service	3.14
Quality of dining rooms	3.05
Service stations	3.01
Camping facilities	3.00
Shops and stores	2.96
Local prices of goods and services	2.48

(See Table 11)

* Average based on a weight of 4 for "Excellent", 3 for "Good", 2 for "Fair" and 1 for "Poor".

10. VILLAGES AND TOWNS VISITED IN ALGOMA AREA

Almost half of all visitors stop and spend some time in Sault Ste. Marie. Massey, on a considerably lower level, ranks second, visited by approximately 1 in 10. Thessalon and Blind River are visited only by about 1 in 20.

<u>Visited</u>	All Automobile Parties
Sault Ste. Marie	48
Massey	12
Thessalon	6
Blind River	5
Elliot Lake	1
None	39

(See Table 12)

II. EXPENDITURE WHILE IN SAULT STE. MARIE AREA

Every automobile party visiting the Algoma area spends on an average \$39.72 between entering and exiting. Those who stay overnight (one night or more) spend on an average \$65.76; those who do not stay overnight spend an average of \$14.12.

The largest single expense item for all visitors is "food and beverages"; overnight visitors spend more than 4 times as much on food and beverages (\$22.23) when compared with those not staying overnight (\$5.28).

Average expenditure for accommodation per overnight party (one night or more) is \$22.94.

Other expenditures include gift and personal use merchandise, admissions, entertainment and gas.

	Total Automobile Parties	Overnight Visitors	Not Overnight Visitors
<u>Average Expenditure For:</u>			
Food and beverages	\$13.64	\$22.23	\$ 5.28
Accommodation	11.51	22.94	.38
Personal use merchandise	2.94	4.46	1.46
Gift merchandise	1.37	1.82	.68
Attractions	.93	1.69	.19
Entertainment	.61	1.20	.04
Other expenditures	<u>8.72</u>	<u>11.42</u>	<u>6.09</u>
Total	\$39.72	\$65.76	\$14.12

(See Tables 13 and 14)

12 PREVIOUS VISITS TO THE ALGOMA AREA

While half of all visitors are visiting the area for the first time, the remainder have travelled the region before, on an average more than 3 times.

Repeaters are well represented among Americans (49%) and even better among Ontario residents (59%).

Visitors from other Canadian provinces are more likely to be on their first visit (65%).

	All Automobile Parties	U.S. Residents	Ontario Residents	Other Canada Residents
First visitors	50%	51%	41%	65%
Repeat visitors	50	49	(59)	35
Average number of previous visits	3.33	3.26	3.44	2.59

(See Table 15)

13. SOURCE OF INFORMATION ABOUT ALGOMA AREA

Keeping in mind that half of the visitors have visited the area several times before, it is then probably not surprising that "Word of Mouth" is the number one source of information (64%).

"Word of Mouth" is even more important as source of information among Americans (68%). Other Canada residents, known to be destined more often for Western Canada, learn frequently about the Algoma Area from maps or by just passing through.

	All Automobile Parties	U.S. Residents	Ontario Residents	Other Canada Residents
Source:				
Word of mouth	64%	68%	59%	43%
Advertisements/brochures	15	15	17	15
Passing through/maps	13	11	15	30
Other	8	6	9	12

(See Table 16)

14. LIKELIHOOD OF VISITING THE ALGOMA AREA AGAIN

Visitors are almost unanimous in intending to visit the Algoma Area again (94%). Those who would not consider coming back are more evident among "Other Canada Residents" (14%) which is likely to be a reflection of distance from home rather than an expression of dissatisfaction.

The probable main reason for coming again is "Holiday/pleasure/vacation".

	All Automobile Parties	U.S. Residents	Ontario Residents	Other Canada Residents
Would consider visiting Algoma Area again	94%	94%	97%	86%
Would <u>not</u> consider	6	6	3	(14)

(See Table 17)

15. ADDITIONAL ATTRACTIONS OR IMPROVEMENTS REQUESTED FOR ALGOMA AREA

Better than 7 out of 10 visitors have no suggestions, as to additional attractions or improvements for the Algoma area.

Those who do, would like to see road improvements (11%), improved parks and amusement areas (5%), more air conditioned accommodations (2%) and a number of other improvements individually not named by more than 1%.

(See Table 19)

16. SIZE AND COMPOSITION OF PARTY

Visiting automobile parties are comprised on an average of 3.12 persons.

In better than 3 out of 10 parties are one or more children (under 13 years) and in 1 out of 10 parties are one or more teenagers (between 13 and 17 years of age).

	Total Automobile Parties
Average no. of persons in party	3.12
Parties including teenagers (13 - 17 years)	10%
Parties including children (12 years or less)	31

(See Table 20)

17. OCCUPATION OF PARTY HEAD

Among visitors to the Algoma area, professional/managerial occupations are strongest represented (42%), followed by blue collar occupations (32%). The two groups combined account for almost three-quarters of all visitors. The remainder are other white collar (clerical) occupations, students and retired persons.

<u>All Automobile Parties</u>	
<u>Occupation</u>	
Professional/managerial	42%
Other white collar	7
Blue collar	32
Not in labour force (retired/student)	15
Other	4

(See Table 21)

18. ANNUAL FAMILY INCOME

The average annual family income of Algoma Area visitors is \$10,880.

25% are earning below \$8,000, 37% between \$8,000 and \$12,000, 19% between \$12,000 and \$15,000, and 19% over \$15,000.

<u>All Automobile Parties</u>		
Under \$6,000	10%	11%
\$6,000 - \$7,999	12	14
\$8,000 - \$11,999	32	37
\$12,000 - \$14,999	17	19
\$15,000 and over	17	19
Refused	12	Distributed
Average	\$10,880.	

(See Table 22)

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TABLE #25 (Weighted)	Time of Day of Interview
TABLE #26 (Weighted)	Day of Week of Interview
TABLE #27 (Not Weighted)	Location of Interview
TABLE #28 (Not Weighted)	Time of Day of Interview
TABLE #29 (Not Weighted)	Day of Week of Interview

TABLE I

ORIGIN OF VISITORS

	Total	Length of Stay in Sault Ste. Marie Area		
		Overnight	Overnight	Not
		%	%	%
Total Automobile Parties (Weighted)	2011	992	1019	
Ontario	21	27	16	
Quebec	3	3	2	
Manitoba	2	2	3	
British Columbia	1	1	2	
Alberta	1	1	1	
Saskatchewan	1	1	-	
Nova Scotia	1	1	2	
Other Canada	*	*	-	
	30	36	26	
Michigan	25	25	26	
Ohio	10	10	9	
Illinois	6	4	7	
Indiana	6	6	6	
Wisconsin	5	6	5	
New York	4	3	4	
Minnesota	2	1	3	
California	1	2	1	
Florida	1	*	1	
Idaho	1	1	-	
Iowa	1	1	2	
Missouri	1	*	1	
Montana	1	1	1	
New Hampshire	1	1	*	
New Jersey	1	1	1	
Oregon	1	1	*	
Pennsylvania	1	1	1	
Vermont	1	-	1	
Virginia	1	*	2	
Other U.S.A.	*	*	3	
	70	64	74	

TABLE 2

DESTINATION OF VISITORS

Question 3.

	Origin of Visitors			
	Total	United States	Ontario	Other Canada
Total Automobile Parties (Weighted)	2011	1404	428	179
	%	%	%	%
Ontario	63	70	50	43
British Columbia	7	2	19	14
Manitoba	4	1	9	11
Alberta	3	1	9	6
Quebec	3	3	-	6
Nova Scotia	1	1	-	2
Saskatchewan	1	*	1	3
Other Canada	2	4	5	*
	84	82	93	85
Michigan	6	7	4	1
Alaska	1	1	-	-
Florida	1	-	-	4
Minnesota	1	1	-	1
Virginia	1	1	-	-
Wisconsin	1	*	1	5
Other U.S.A.	3	4	*	2
	14	14	5	13
Unknown	2	4	2	2

MAIN PURPOSE OF TRIP

Question 4 (a).

	<u>Total</u>
<u>Total Automobile Parties</u> <u>(Weighted)</u>	2011
	%
Holiday/pleasure/vacation	84
Visiting friends/relatives	11
Business	5
Other	*
No answer	*

* Less than 1%.

SECONDARY PURPOSE OF TRIP

Question 4 (b)

Total Automobile Parties (Weighted)	2011	Total
	%	
Visiting friends/relatives	6	
Holiday/pleasure/vacation	2	
Business	*	
No secondary purpose	92	
Less than 1%.		

TABLE 5

POINT OF ENTRY (SAULT STE. MARIE AREA)

Question 5.

	Total	Origin of Visitors			Length of Stay in Sault Ste. Marie Area	
		United States	Ontario	Other Canada	Over- night	Over- night
Total Automobile Parties (Weighted)	2011	1404	428	179	992	1019
	%	%	%	%	%	%
Sault Ste. Marie (Bridge)	54	72	11	13	51	57
Massey (Highway 17 East)	28	15	61	51	31	25
Montreal River Harbour (Highway 17 North)	18	13	28	36	18	18
Chapleau Route (Highway 29)	*	*	*	-	*	*
Not stated	*	*	-	-	*	*

* Less than 1%.

TABLE 6

DURATION OF TRIP (TOTAL)

Question 6.

	Origin of Visitors			
	Total	United States	Ontario	Other Canada
Total Automobile Parties (Weighted)	2011	1404	428	179
	%	%	%	%
Less than 3 hours	1	1	*	1
3 hours to 1 day but not overnight	8	9	8	5
2 days - 1 night	16	15	20	12
3 days - 2 nights	12	12	11	11
4 days - 3 nights	9	11	6	3
5 days - 4 nights	8	9	6	1
6 days - 5 nights	3	4	3	-
7 days - 6 nights	13	15	11	8
8 days - 7 nights	2	2	2	3
9 days - 8 nights	1	1	*	1
10 days - 9 nights	3	3	3	4
11 days - 10 nights	1	1	*	4
12 days - 11 nights	1	1	4	2
13 days - 12 nights	*	*	-	-
14 days - 13 nights	7	6	5	19
15 days to 3 weeks - 17 nights	5	3	7	16
22 days to 1 month - 25 nights	4	3	6	4
More than one month - 35 nights	5	4	6	6
Undecided	1	*	2	*
Average number of nights (all parties)	7.05	6.32	7.99	10.54
Average number of nights (overnight visitors only)	7.77	7.01	8.73	11.16

* Less than 1%.

TABLE 7

DURATION OF STAY (SAULT STE. MARIE AREA)

Question 7.

	Origin of Visitors			
	Total	United States	Ontario	Other Canada
	%	%	%	%
Total Automobile Parties (Weighted)	2011	1404	428	179
Less than 3 hours	11	15	3	2
3 hours to 1 day - but not overnight	39	40	34	50
2 days - 1 night	30	25	41	41
3 days - 2 nights	5	5	8	2
4 days - 3 nights	3	4	1	-
5 days - 4 nights	2	3	-	-
6 days - 5 nights	1	1	3	-
7 days - 6 nights	4	3	5	4
8 days - 7 nights	*	*	-	-
9 days - 8 nights	*	*	-	-
10 days - 9 nights	1	1	*	-
11 days - 10 nights	1	1	-	1
Unspecified others	3	2	5	-
Average number of nights (all parties)	1.39	1.35	1.79	.78
Average number of nights (overnight visitors only)	2.82	2.97	2.84	1.62

* Less than 1%.

**REASON FOR NOT STAYING OVERNIGHT IN
SAULT STE. MARIE AREA**

Question 8 (a)

	<u>Total</u>	<u>Origin of Visitors</u>		
		<u>United States</u>	<u>Ontario</u>	<u>Other Canada</u>
Visitors Who Did Not Stay Overnight In Sault Ste. Marie Area (Weighted)	1019	768	158	93
	%	%	%	%
Had not thought of Algoma area as place to stay	50	45	63	62
Just passing	25	26	18	26
Returning home the same day	18	22	7	9
Lack of motel/hotel accommodation	*	*	-	-
Lack of "Things to Do" in the Algoma area	-	-	-	-
Lack of campsites and trailer facilities	-	-	-	-
Other reasons	2	2	-	-
No answer	5	5	12	3

TYPE OF ACCOMMODATION USED DURING
STAY IN SAULT STE. MARIE AREA

Question 8 (b)

	Total	Origin of Visitors		
		United States	Ontario	Other Canada
Visitors Who Stayed Overnight In Sault Ste. Marie Area (Weighted)	992	635	270	86
	%	%	%	%
Camp or trailer site	41	35	51	52
Motel - no liquor licence	27	29	21	25
Hotel, motor hotel with liquor licence	9	9	10	7
Cottage	8	10	7	-
Friends/relatives home	7	6	8	15
Resort/lodge	3	4	1	-
Cabin - one room only - no kitchen	2	3	1	-
Hotel - no liquor licence	1	1	1	-
No answer	2	3	*	1

* Less than 1%.

TABLE 10

**RECREATION ACTIVITIES UNDERTAKEN
WHILE IN SAULT STE. MARIE AREA**

Question 9.

	Total	Origin of Visitors			Length of Stay in Sault Ste. Marie Area	
		United States	Ontario	Other Canada	Over- night	Not Over- night
Total Automobile Parties (Weighted)	2011	1404	428	179	992	1019
	%	%	%	%	%	%
Sightseeing	50	52	44	42	56	43
Shopping	23	24	23	13	33	12
Swimming	15	12	26	8	28	2
Fishing	14	15	14	4	26	2
Boating	7	7	7	4	14	*
Picnic	2	1	6	1	3	*
Movie	1	*	2	-	1	*
Hunting	1	*	2	-	1	*
Golfing	*	*	-	-	*	*
Tennis	*	*	-	-	*	-
None	35	34	35	42	21	48
Others	*	-	-	1	-	*

* Less than 1%.

Note: Adds to more than 100% because of multiple mentions.

TABLE 11

RATINGS OF FACILITIES/SERVICES EXPERIENCED
IN SAULT STE. MARIE AREA

Question 10.

	Total	Origin of Visitors			Length of Stay in Sault Ste. Marie Area	
		United States	Ontario	Other Canada	Overnight	Not Overnight
		%	%	%	%	%
Total Automobile Parties (Weighted)	2011	1404	428	179	992	1019
Excellent	8	8	7	4	15	*
Good	12	12	13	13	24	1
Fair	2	2	2	-	3	1
Poor	*	*	*	1	1	-
Not applicable	78	78	78	82	57	98
Average	3.24	3.26	3.20	3.18	3.26	2.86
Quality of Restaurant Food						
Excellent	11	12	12	6	13	10
Good	33	35	31	30	41	26
Fair	2	2	1	1	3	*
Poor	1	*	1	2	1	1
Not applicable	53	51	55	61	42	63
Average	3.17	3.16	3.22	3.05	2.70	3.22
Quality of Restaurant Service						
Excellent	10	11	11	4	12	9
Good	33	34	31	28	41	26
Fair	3	3	3	6	4	2
Poor	1	*	-	1	1	*
Not applicable	53	52	55	61	42	63
Average	3.14	3.14	3.19	2.94	3.11	3.17

* Less than 1%.

Average based on a weight of 4 for "Excellent", 3 for "Good", 2 for "Fair" and 1 for "Poor".

TABLE 11

**RATINGS OF FACILITIES/SERVICES EXPERIENCED
IN SAULT STE. MARIE AREA (Continued)**

Question 10.

	Origin of Visitors				Length of Stay in Sault Ste. Marie Area	
	Total	United States	Ontario	Other Canada	Overnight	Not Overnight
	%	%	%	%	%	%
Total Automobile Parties (Weighted)	2011	1404	428	179	992	1019
Quality of Dining Rooms						
Excellent	4	4	2	6	4	3
Good	15	15	17	12	17	13
Fair	2	2	1	6	3	1
Poor	*	-	1	-	-	1
Not applicable	79	79	79	76	76	82
Average	3.05	3.08	2.99	3.01	3.05	3.05
Service Stations						
Excellent	11	10	14	10	12	10
Good	51	48	54	64	54	47
Fair	6	5	13	3	8	5
Poor	2	2	2	-	2	2
Not applicable	30	35	17	23	24	36
Average	3.01	3.03	2.94	3.09	3.01	3.02
Entertainment Facilities						
Excellent	1	1	*	2	1	1
Good	3	3	5	4	5	1
Fair	1	1	4	*	3	*
Poor	1	*	-	-	1	-
Not applicable	94	95	91	94	90	98
Average	2.76	2.78	2.59	3.22	2.65	3.20

* Less than 1%.

Average based on a weight of 4 for "Excellent", 3 for "Good", 2 for "Fair" and 1 for "Poor".

**RATINGS OF FACILITIES/SERVICES EXPERIENCED
IN SAULT STE. MARIE AREA (Continued)**

Question 10.

	Origin of Visitors				Length of Stay in Sault Ste. Marie Area	
	Total	United States	Ontario	Other Canada	Overnight	Not Overnight
	%	%	%	%	%	%
Total Automobile Parties (Weighted)	2011	1404	428	179	992	1019
Recreational Facilities						
Excellent	4	4	6	1	8	1
Good	6	6	7	4	9	2
Fair	1	*	2	-	1	*
Poor	*	*	-	-	1	-
Not applicable	89	90	85	95	81	97
Average	3.30	3.32	3.28	3.11	3.29	3.33
Tavern						
Excellent	*	*	-	-	*	-
Good	1	1	3	-	-	-
Fair	1	1	-	2	-	-
Poor	*	*	2	-	-	-
Not applicable	98	98	95	98	100	100
Average	2.53	2.90	2.18	2.00	2.53	.00
Cocktail Lounges						
Excellent	1	1	-	-	1	*
Good	1	1	3	-	2	1
Fair	1	*	2	-	1	*
Poor	*	*	-	-	*	-
Not applicable	97	98	95	100	96	99
Average	2.91	3.13	2.56	.00	2.89	3.07

* Less than 1%.

Average based on a weight of 4 for "Excellent", 3 for "Good", 2 for "Fair" and 1 for "Poor".

TABLE 11

RATINGS OF FACILITIES/SERVICES EXPERIENCED
IN SAULT STE. MARIE AREA (Continued)

Question 10.

	Origin of Visitors				Length of Stay in Sault Ste. Marie Area	
	Total	United States	Ontario	Other Canada	Overnight	Not Overnight
	%	%	%	%	%	%
<u>Total Automobile Parties (Weighted)</u>	2011	1404	428	179	992	1019
Attitude of Local People Toward Visitors						
Excellent	34	36	34	20	41	28
Good	35	34	36	47	40	30
Fair	1	1	-	-	1	*
Poor	*	*	*	-	*	1
Not applicable	30	29	30	33	18	41
Average	3.46	3.48	3.47	3.30	3.47	3.45
Local Prices of Goods and Services						
Excellent	5	6	5	4	4	6
Good	33	33	32	33	38	28
Fair	16	16	16	17	19	13
Poor	12	10	15	13	12	12
Not applicable	34	35	32	33	27	41
Average	2.48	2.51	2.39	2.41	2.48	2.47
Camping Facilities						
Excellent	4	4	3	6	7	1
Good	12	10	23	7	23	2
Fair	2	2	1	-	3	*
Poor	1	*	*	9	2	*
Not applicable	81	84	73	78	65	97
Average	3.00	3.07	3.04	2.47	3.00	3.07

* Less than 1%.

Average based on a weight of 4 for "Excellent", 3 for "Good", 2 for "Fair" and 1 for "Poor".

TABLE 11

**RATINGS OF FACILITIES/SERVICES EXPERIENCED
IN SAULT STE. MARIE AREA (Continued)**

Question 10.

	Origin of Visitors				Length of Stay in Sault Ste. Marie Area	
		Total	United States	Ontario	Other Canada	Overnight
		%	%	%	%	%
Total Automobile Parties (Weighted)	2011	1404	428	179	992	1019
Children's Facilities						
Excellent	*	1	-	-	1	-
Good	2	1	5	1	2	1
Fair	*	*	1	-	*	*
Poor	-	-	-	-	-	-
Not applicable	98	98	94	99	97	99
Average	3.02	3.22	2.83	3.00	3.04	2.77
Closing Hours						
Excellent	*	*	-	-	*	-
Good	2	1	2	1	3	*
Fair	2	1	4	-	3	1
Poor	*	1	*	-	1	*
Not applicable	96	97	94	99	93	99
Average	2.41	2.45	2.31	3.00	2.46	2.10
Shops and Stores						
Excellent	2	2	1	4	3	1
Good	18	21	14	7	23	13
Fair	2	2	1	5	3	1
Poor	1	*	2	-	1	-
Not applicable	77	75	82	84	70	85
Average	2.96	2.99	2.84	2.93	2.94	3.03

* Less than 1%.

Average based on a weight of 4 for "Excellent", 3 for "Good", 2 for "Fair" and 1 for "Poor".

**VILLAGES AND TOWNS VISITED IN
SAULT STE. MARIE AREA**

Question 11

	<u>Total</u>
<u>Total Automobile Parties</u> <u>(Weighted)</u>	2011
	%
Sault Ste. Marie	48
Massey	12
Thessalon	6
Blind River	5
Elliot Lake	1
 NONE	 39

Note: Adds to more than 100% because of multiple mentions.

TOTAL EXPENDITURE WHILE IN SAULT STE. MARIE AREA

Question 12.

	Total	Origin of Visitors			Length of Stay in Sault Ste. Marie Area	
		United States	Ontario	Other Canada	Overnight	Not Overnight
Total Automobile Parties (Weighted)	2011	1404	428	179	992	1019
	%	%	%	%	%	%
\$ 1.00 - \$ 9.00	21	21	18	36	10	33
\$10.00 - \$24.00	30	27	39	31	22	38
\$25.00 - \$49.00	18	17	20	21	29	7
\$50.00 - \$99.00	12	14	7	3	19	4
\$100.00 - \$199.00	6	6	6	4	11	*
\$200.00 or more	3	3	4	-	7	*
None	10	12	6	5	2	18
Average	39.72	39.28	47.82	24.08	65.76	14.12

TABLE 14

BREAKDOWN OF EXPENDITURE WHILE IN SAULT STE. MARIE AREA

Question 13.

	Origin of Visitors				Length of Stay in Sault Ste. Marie Area	
	Total	United States	Ontario	Other Canada	Overnight	Not Overnight
	%	%	%	%	%	%
<u>Total Automobile Parties (Weighted)</u>	2011	1404	428	179	992	1019
Accommodation						
\$1.00 - \$9.00	10	7	18	13	20	*
\$10.00 - \$24.00	16	16	21	11	31	2
\$25.00 - \$49.00	6	6	4	5	11	-
\$50.00 - \$99.00	2	3	1	-	5	-
\$100.00 - \$199.00	2	2	2	-	3	-
\$200.00 or more	1	1	2	-	2	-
None	63	65	53	71	28	98
Average	11.51	11.68	13.94	4.45	22.94	.38
Food and Beverages						
\$1.00 - \$9.00	19	20	16	15	14	23
\$10.00 - \$24.00	26	25	31	19	35	17
\$25.00 - \$49.00	6	8	3	2	12	1
\$50.00 - \$99.00	4	4	4	6	8	1
\$100.00 or more	2	2	5	-	4	*
None	43	41	41	58	27	58
Average	13.64	13.50	15.91	9.35	22.23	5.28
Attractions						
\$1.00 - \$9.00	2	2	3	3	3	1
\$10.00 - \$24.00	3	3	4	-	5	1
\$25.00 or more	1	1	2	-	2	*
None	94	94	91	97	90	98
Average	.93	.87	1.49	.11	1.69	.19

* Less than 1%.

TABLE 14

BREAKDOWN OF EXPENDITURE WHILE IN SAULTE STE. MARIE AREA

Question 13.

	Origin of Visitors				Length of Stay in Sault Ste. Marie Area	
	Total	United States	Ontario	Other Canada	Overnight	Not Overnight
	%	%	%	%	%	%
Total Automobile Parties (Weighted)	2011	1404	428	179	992	1019
Entertainment						
\$1.00 - \$9.00	1	1	1	-	1	*
\$10.00 - \$24.00	1	1	*	-	2	-
\$25.00 or more	1	1	2	-	3	*
None	97	97	97	100	94	100
Average	.61	.68	.66	.00	1.20	.04
Gift Merchandise						
\$1.00 - \$9.00	4	4	3	-	2	4
\$10.00 - \$24.00	4	5	3	-	7	2
\$25.00 or more	2	2	*	-	3	1
None	90	89	94	100	88	93
Average	1.37	1.74	.74	.00	1.82	.68
Personal Use Merchandise						
\$1.00 - \$9.00	3	4	1	4	3	4
\$10.00 - \$24.00	8	7	11	5	12	4
\$25.00 or more	5	4	7	5	8	2
None	84	85	81	86	77	90
Average	2.94	2.68	4.03	2.40	4.46	1.46
Other						
\$1.00 - \$9.00	31	29	31	43	24	37
\$10.00 - \$24.00	26	24	31	30	28	23
\$25.00 - \$49.00	4	4	6	2	8	1
\$50.00 or more	2	2	4	-	5	*
None	37	41	28	25	35	39
Average	8.72	8.13	11.05	7.77	11.42	6.09

* Less than 1%.

TABLE 15

PREVIOUS VISITS TO SAULT STE. MARIE AREA

Question 14a & b

	Total	Origin of Visitors			Length of Stay in Sault Ste. Marie Area	
		United States	Ontario	Other Canada	Overnight	Not Overnight
Total Automobile Parties (Weighted)	2011	1404	428	179	992	1019
	%	%	%	%	%	%
First trip	50	51	41	65	49	51
Repeat trip	50	49	59	35	51	49
Number of Previous Visits (Weighted)	1004	687	254	63	505	499
	%	%	%	%	%	%
Once	20	21	18	17	17	23
Twice	17	19	13	16	17	17
Three times	13	12	14	13	12	14
Four times or more	48	46	52	54	52	44
No answer	2	2	3	-	2	2
Average	3.33	3.26	3.44	2.59	3.47	3.18

SOURCE OF INFORMATION ABOUT SAULT STE. MARIE

Question 15.

	Total	Origin of Visitors		
		United States	Ontario	Other Canada
Total Automobile Parties (Weighted)	2011	1404	428	179
	%	%	%	%
Word of mouth	64	68	59	43
Advertisements or brochures	15	15	17	15
Passing through	13	11	15	30
Business contacts	1	*	3	1
Television or radio	1	1	*	-
News media	*	*	*	1
No answer/don't know	6	5	6	10

TABLE 17

LIKELIHOOD OF VISITING SAULTE STE. MARIE AREA AGAIN

Question 16a.

	Total	Origin of Visitors			Length of Stay in Sault Ste. Marie Area	
		United States	Ontario	Other Canada	Over- night	Not Over- night
Total Automobile Parties (Weighted)	2011	1404	428	179	992	1019
	%	%	%	%	%	%
Yes	94	94	97	86	96	93
No	6	6	3	14	4	7

**PROBABLE MAIN REASON FOR VISITING
SAULT STE. MARIE AREA AGAIN**

Question 16b

	<u>Origin of Visitors</u>			
	Total	United States	Ontario	Other Canada
Visitors Who Would Consider Visiting The Area Again (Weighted)	1895	1324	417	154
	%	%	%	%
Holiday/pleasure/vacation	97	98	96	89
Visiting friends/relatives	2	1	*	8
Business	1	1	3	3
No answer	*	*	1	-

* Less than 1%

**ADDITIONAL ATTRACTIONS REQUESTED FOR
SAULT STE. MARIE AREA**

Question 17.

	<u>Total</u>
Total Automobile Parties (Weighted)	2011
	%
Road improvements/better roads/ improved highways	13
Fine as it is	5
Amusement areas/parks/improved provincial parks	5
Better accommodation/air conditioned accommodation	2
Scenic area signs/better signs/road signs/ fishing area signs	1
Restaurants/eating places/diners	1
Taverns/bars	1
Clear up pollution areas/rivers/junk	1
More fish	1
Entertainment	1
Shopping areas/trading posts	*
Others	6
Not stated/don't know	67

* Less than 1%.

TABLE 20

SIZE AND COMPOSITION OF PARTY

Question 18.

	Total	Origin of Visitors				Point of Exit			
		United States		Ontario	Other Canada	Sault Ste. Marie (Bridge)	Montreal River Harbour 17 North	Massey Highway 17 North	Chap-leau Route 129
		%	%	%	%	%	%	%	%
Total Automobile Parties (Weighted)	2011	1404	428	179	892	480	560	79	
One person	5	5	5	5	5	4	6	8	
Two persons	40	41	36	39	39	40	40	45	
Three persons	19	18	21	16	19	19	17	18	
Four persons	23	21	26	29	22	24	24	13	
Five persons	7	8	6	2	8	7	7	9	
Six persons	4	4	4	8	5	4	3	4	
Seven or more persons	2	3	2	1	2	2	3	3	
Average	3.12	3.12	3.14	3.11	3.14	3.13	3.10	2.96	
Adult men (18 years or more)	96	96	95	96	96	96	96	93	
Adult women (18 years or more)	82	82	82	87	84	80	83	74	
Teenagers (13 - 17 years old)	10	13	4	8	12	13	6	9	
Children (12 years old or less)	31	28	35	42	32	26	33	35	

TABLE 21

OCCUPATION OF PARTY HEAD

Co. 19

	Total	Point of Exit			
		Montreal			
		Sault Ste. Marie (Bridge)	River Harbour (Highway 17 North)	Massey (Highway 17 East)	Chapleau Route (Highway 129)
Total Automobile Parties	2011	892	480	560	79
	%	%	%	%	%
Manager, owner	10	10	10	11	13
Sales	5	7	4	2	6
Clerical	2	3	3	2	4
Skilled labourer	25	28	26	17	30
Unskilled labourer	3	3	2	3	2
Farmer	1	4	5	4	3
Retired householder	6	7	8	7	14
Student	2	6	9	7	6
Other	4	3	5	4	4
No answer	-	-	-	-	-

* Less than 1%

ANNUAL FAMILY INCOME

Question 20.

	Total	Point of Exit				
		Montreal	River Harbour (Highway 17 North)	Massey (Highway 17 East)	Chapleau Route (Highway 129)	
Total Automobile Parties (Weighted)	2011	892	480	560	79	
	%	%	%	%	%	
Under \$6,000	10	8	10	13	8	
\$6,000 - \$7,999	12	13	15	7	21	
\$8,000 - \$11,999	32	32	36	27	23	
\$12,000 - \$14,999	17	19	12	19	18	
\$15,000 and over	17	15	15	23	14	
Refused	12	13	12	11	16	
Average		\$10,880	\$10,890	\$10,400	\$11,310	\$10,640

DIRECTION OF TRAFFIC AT TIME OF INTERVIEW

Question 2

	<u>Total</u>
<u>Total Automobile Parties</u> (Weighted)	2011
Going	51
Returning	48
No answer	1

LOCATION OF INTERVIEW

	<u>Total</u>
<u>Total Automobile Parties</u>	2011
(Weighted)	%
Sault Ste. Marie (Bridge)	44
Massey (Highway 17 E.)	28
Montreal River Harbour (Highway 17 N.)	24
Chapleau Route (Highway 129)	4

TIME OF DAY OF INTERVIEW

Total Automobile Parties (Weighted)	2011	Total
	%	%
7 a.m. - 9 a.m.	11	11
9 a.m. - 11 a.m.	17	17
11 a.m. - 1 p.m.	13	13
1 p.m. - 3 p.m.	15	15
3 p.m. - 5 p.m.	17	17
5 p.m. - 7 p.m.	18	18
7 p.m. - 9 p.m.	7	7
9 p.m. - 11 p.m.	2	2
No answer	2	2

* Less than 1%.

DAY OF WEEK OF INTERVIEW

	Total
Total Automobile Parties (Weighted)	2011
Monday	13
Tuesday	14
Wednesday	16
Thursday	14
Friday	14
Saturday	11
Sunday	18
No answer	:

* Less than 1%.

LOCATION OF INTERVIEW

	Total
Total Automobile Parties (Unweighted)	1258
	%
Sault Ste. Marie (Bridge)	71
Chapleau Route (Highway 129)	13
Montreal River Harbour (Highway 17 North)	11
Mossey (Highway 17 East)	5

TIME OF DAY OF INTERVIEW

	Total
<u>Total Automobile Parties</u>	1258
(Unweighted)	%
7 a.m. - 9 a.m.	10
9 a.m. - 11 a.m.	15
11 a.m. - 1 p.m.	14
1 p.m. - 3 p.m.	16
3 p.m. - 5 p.m.	16
5 p.m. - 7 p.m.	17
7 p.m. - 9 p.m.	9
9 p.m. - 11 p.m.	3
No answer	*

* Less than 1 %

DAY OF WEEK OF INTERVIEW

	<u>Total</u>
<u>Total Automobile Parties</u> (Unweighted)	1258
	%
Monday	13
Tuesday	13
Wednesday	16
Thursday	13
Friday	15
Saturday	13
Sunday	17
 No answer	 *

* Less than 1%

Hello, I am _____ . The Ontario Department Of Tourism is conducting a survey among visitors to the Sault Ste. Marie area and I would like to ask you a few questions, Your co-operation would be much appreciated. All data collected is for statistical purposes only.

1. Where are you from?

_____ (CITY)

_____ (PROVINCE/STATE)

2. Are you on the going or returning portion of your trip?

GOING

1

RETURNING

2

3. And what is/was the main destination of your trip? (RECORD BELOW)

_____ (CITY/AREA)

_____ (PROVINCE/STATE)

4a. And what is/was the main purpose of your trip? (RECORD BELOW)

4b. Any other reason? (RECORD BELOW)

	<u>Q.4a</u> <u>MAIN PURPOSE</u>	<u>Q.4b</u> <u>SECONDARY PURPOSE</u>
HOLIDAY/PLEASURE/VACATION	<input type="checkbox"/> 1	<input type="checkbox"/> 1
VISITING FRIENDS/RELATIVES	<input type="checkbox"/> 2	<input type="checkbox"/> 2
BUSINESS	<input type="checkbox"/> 3	<input type="checkbox"/> 3

OTHER _____

(WRITE IN)

5. Would you mind looking at this map here, (PRESENT EXHIBIT A), and tell me where you entered the Sault Ste. Marie area?

- | | |
|---|----------------------------|
| SAULT STE. MARIE (BRIDGE) | <input type="checkbox"/> 1 |
| MONTREAL RIVER HARBOUR (HIGHWAY 17 NORTH) | <input type="checkbox"/> 2 |
| MASSEY (HIGHWAY 17 EAST) | <input type="checkbox"/> 3 |
| CHAPLEAU ROUTE (HIGHWAY 129) | <input type="checkbox"/> 4 |

6. On this trip, how long will you have been away from home?

LESS THAN 3 HOURS	<input type="checkbox"/> 1	8 DAYS	- 7 NIGHTS	<input type="checkbox"/> 9
3 HOURS TO 1 DAY - BUT NOT OVERNIGHT	<input type="checkbox"/> 2	9 DAYS	- 8 NIGHTS	<input type="checkbox"/> 0
2 DAYS - 1 NIGHT	<input type="checkbox"/> 3	10 DAYS	- 9 NIGHTS	<input type="checkbox"/> X
3 DAYS - 2 NIGHTS	<input type="checkbox"/> 4	11 DAYS	- 10 NIGHTS	<input type="checkbox"/> Y
4 DAYS - 3 NIGHTS	<input type="checkbox"/> 5	12 DAYS	- 11 NIGHTS	<input type="checkbox"/> 1
5 DAYS - 4 NIGHTS	<input type="checkbox"/> 6	13 DAYS	- 12 NIGHTS	<input type="checkbox"/> 2
6 DAYS - 5 NIGHTS	<input type="checkbox"/> 7	14 DAYS	- 13 NIGHTS	<input type="checkbox"/> 3
7 DAYS - 6 NIGHTS	<input type="checkbox"/> 8	15 DAYS TO 3 WEEKS		<input type="checkbox"/> 4
		22 DAYS TO 1 MONTH		<input type="checkbox"/> 5
		MORE THAN 1 MONTH		<input type="checkbox"/> 6
		UNDECIDED		<input type="checkbox"/> 7

7. And how much time did you and your party spend in the Sault Ste. Marie area? (PRESENT EXHIBIT A AGAIN)

LESS THAN 3 HOURS
3 HOURS TO 1 DAY - BUT NOT OVERNIGHT

2 DAYS - 1 NIGHT
3 DAYS - 2 NIGHTS
4 DAYS - 3 NIGHTS
5 DAYS - 4 NIGHTS
6 DAYS - 5 NIGHTS
7 DAYS - 6 NIGHTS
8 DAYS - 7 NIGHTS
9 DAYS - 8 NIGHTS
10 DAYS - 9 NIGHTS
11 DAYS - 10 NIGHTS
____ DAYS - ____ NIGHTS

<input type="checkbox"/> 1 ASK Q.8a
<input type="checkbox"/> 2
<input type="checkbox"/> 1
<input type="checkbox"/> 2
<input type="checkbox"/> 3
<input type="checkbox"/> 4
<input type="checkbox"/> 5 ASK Q.8b
<input type="checkbox"/> 6
<input type="checkbox"/> 7
<input type="checkbox"/> 8
<input type="checkbox"/> 9
<input type="checkbox"/> 0
<input type="checkbox"/> X

8a. Why did you not stay overnight in the Sault Ste. Marie area?

LACK OF CAMPSITES AND TRAILER FACILITIES 1
LACK OF "THINGS TO DO" IN THE ALGOMA AREA 2
LACK OF MOTEL/HOTEL ACCOMMODATION 3
RETURNING HOME THE SAME DAY 4
HAD NOT THOUGHT OF ALGOMA AREA AS PLACE
TO STAY 5

OTHER REASON _____

8b. Thinking only about the night(s) you and your party spent in the Sault Ste. Marie area, what type of accommodation did you use? (PRESENT EXHIBIT B)

HOTEL, MOTOR HOTEL WITH LIQUOR LICENCE	<input type="checkbox"/> 1
HOTEL - NO LIQUOR LICENCE	<input type="checkbox"/> 2
MOTEL - NO LIQUOR LICENCE	<input type="checkbox"/> 3
RESORT/LODGE	<input type="checkbox"/> 4
COTTAGE	<input type="checkbox"/> 5
CABIN - ONE ROOM ONLY - NO KITCHEN	<input type="checkbox"/> 6
CAMP OR TRAILER SITE	<input type="checkbox"/> 7
FRIENDS/RELATIVES HOME	<input type="checkbox"/> 8

9. (PRESENT EXHIBIT C) - Looking at this list here, what recreational activities did you or your group undertake while in the Sault Ste. Marie area?

PICNIC	<input type="checkbox"/> 1	TENNIS	<input type="checkbox"/> 6
GOLFING	<input type="checkbox"/> 2	FISHING	<input type="checkbox"/> 7
MOVIE	<input type="checkbox"/> 3	HUNTING	<input type="checkbox"/> 8
BOATING	<input type="checkbox"/> 4	SIGHTSEEING	<input type="checkbox"/> 9
SWIMMING	<input type="checkbox"/> 5	SHOPPING	<input type="checkbox"/> 0

OTHER (SPECIFY) _____

NONE Y

10. (PRESENT EXHIBIT D) - I would like to get your ratings on a number of services that you may have experienced while in the Sault Ste. Marie area. As I read off my list would you tell me for each item, if the service was excellent, good, fair, or poor; if you did not use it, just say "not applicable". (READ LIST)

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT APPLICABLE</u>
Hotel/Motel accommodation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Quality of restaurant food	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Quality of restaurant service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Quality of dining rooms	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Service stations	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Entertainment facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Recreational facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Tavern	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Cocktail lounges	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Attitude of local people towards visitors	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Local prices of goods and services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Camping facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Children's facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Closing hours	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Shops & Stores	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

11. (PRESENT EXHIBIT E) - Looking at this card here, can you tell me which of these towns and villages you visited, that is, those you actually shopped at and spent some time in?

SAULT STE. MARIE	<input type="checkbox"/>	1
THESSALON	<input type="checkbox"/>	2
BLIND RIVER	<input type="checkbox"/>	3
ELLIOT LAKE	<input type="checkbox"/>	4
MASSEY	<input type="checkbox"/>	5

12. Approximately, how much money did you and your party spend in total, while visiting the Sault Ste. Marie area?

\$ _____

13. And how much of this, approximately, was spent for:

Accommodation	\$ _____
Food & Beverage	\$ _____
Attractions	\$ _____
Entertainment	\$ _____
Gift merchandise	\$ _____
Personal use merchandise	\$ _____
OTHER	\$ _____

- 14a. Was this your first trip into the Sault Ste. Marie area?

YES	<input type="checkbox"/> 1 GO TO Q. 15
NO	<input type="checkbox"/> 2

- 14b. How many times have you visited this area before?

ONCE	<input type="checkbox"/>	1
TWICE	<input type="checkbox"/>	2
THREE TIMES	<input type="checkbox"/>	3
FOUR OR MORE TIMES	<input type="checkbox"/>	4

15. And how was the Sault Ste. Marie area first brought to your attention?

WORD OF MOUTH	<input type="checkbox"/>	1
ADVERTISEMENTS OR BROCHURES	<input type="checkbox"/>	2
NEWS MEDIA	<input type="checkbox"/>	3
BUSINESS CONTACTS	<input type="checkbox"/>	4
TELEVISION OR RADIO	<input type="checkbox"/>	5

OTHER (SPECIFY) _____

16a. Would you consider visiting the Sault Ste. Marie area again?

YES

1

NO

2 GO TO Q.17

16b. When you visit this area again, which of the following would be your main reason for coming?
(READ LIST - CHECK ONE ONLY)

- | | |
|----------------------------|----------------------------|
| Holiday/Pleasure/Vacation | <input type="checkbox"/> 1 |
| Visiting friends/Relatives | <input type="checkbox"/> 2 |
| Business | <input type="checkbox"/> 3 |

OTHER

(WRITE IN)

17. What additional attractions would you like to see developed in the Sault Ste. Marie area?

18. How many persons in your party are:

- | | |
|---------------------------------|-------|
| Adult men (18 years or more) | _____ |
| Adult women (18 years or more) | _____ |
| Teenagers (13-17 years old) | _____ |
| Children (12 years old or less) | _____ |

19. And what is your occupation? (PARTY HEAD)

- | | | | |
|------------------|----------------------------|--------------------|----------------------------|
| PROFESSIONAL | <input type="checkbox"/> 1 | UNSKILLED LABOURER | <input type="checkbox"/> 6 |
| MANAGER, OWNER | <input type="checkbox"/> 2 | FARMER | <input type="checkbox"/> 7 |
| SALES | <input type="checkbox"/> 3 | RETIREHOUSEHOLDER | <input type="checkbox"/> 8 |
| CLERICAL | <input type="checkbox"/> 4 | STUDENT | <input type="checkbox"/> 9 |
| SKILLED LABOURER | <input type="checkbox"/> 5 | OTHER | <input type="checkbox"/> 0 |

20. (PRESENT EXHIBIT F) - Finally, in which of these broad categories does your annual family income fall - that is, the total income of all persons in the family combined - before taxes? Just give the number.

- | | |
|------------------------|----------------------------|
| 1. Under \$ 6,000 | <input type="checkbox"/> 1 |
| 2. \$ 6,000 - \$ 7,999 | <input type="checkbox"/> 2 |
| 3. \$ 8,000 - \$11,999 | <input type="checkbox"/> 3 |
| 4. \$12,000 - \$14,999 | <input type="checkbox"/> 4 |
| 5. \$15,000 and over | <input type="checkbox"/> 5 |
| REFUSED | <input type="checkbox"/> 6 |

INTERVIEWER: _____

DATE: _____

CONDUCTED AT SAULT STE. MARIE (BRIDGE) 1
 MONTREAL RIVER HARBOUR (HIGHWAY 17 NORTH) 2
 MASSEY (HIGHWAY 17 EAST) 3
 CHAPLEAU ROUTE (HIGHWAY 129) 4

TIME: 7A.M. - 9A.M. 1 3P.M. - 5P.M. 5
 9A.M. - 11A.M. 2 5P.M. - 7P.M. 6
 11A.M. - 1P.M. 3 7P.M. - 9P.M. 7
 1P.M. - 3P.M. 4 9P.M. - 11P.M. 8

DAY OF WEEK:

MONDAY 1
TUESDAY 2
WEDNESDAY 3
THURSDAY 4
FRIDAY 5
SATURDAY 6
SUNDAY 7

STINT NUMBER: _____

3 1761 11546896 9

